Tools for talking when stakes are high

The national study *Silence Kills: The Seven Crucial Conversations for Health Care*, reports that holding a crucial or high-stakes conversation with a co-worker who takes shortcuts, makes mistakes, or demonstrates dangerous incompetence can be so intimidating that nine out of ten healthcare professionals remain silent.

Crucial Conversations Training will give you the skills to change the culture of silence, build relationships, and rapidly improve the operational results you care about most—everything from quality to change management to patient satisfaction to staff engagement. Hospitals are encouraged to send inter-functional teams to the training.

40% off the public price for CHA members!
Who Needs Crucial Conversations Training?

This training is ideal for every individual who regularly deals with difficult, touchy, controversial, or high-stakes issues—within a team, or across department/functional lines.

- Physicians, nurses, and primary caregivers will use the skills to build trust and consensus when split-second decisions can mean the difference between life and death.
- Executive leaders, hospital administrators, and department directors will use the skills to influence the culture of the organization and make the best decisions when allocating limited resources.
- Risk managers, quality managers, and patient safety officers will use the skills to execute large safety and quality initiatives, often implementing Crucial Conversations Training as an initiative in and of itself.

Course Details and Learning Objectives

Crucial Conversations training infuses 15 hours of classroom time with more than 120 original video clips of “before and after” situations. Participants will enjoy video-based instruction from the authors of Crucial Conversations: Tools for Talking When Stakes are High, and engage in extensive in-class practice, group participation, and personal reflection as they explore and master these crucial skills.

Participant materials will include the Crucial Conversations Participant Toolkit (224-page training workbook), a copy of Crucial Conversations: Tools for Talking When Stakes are High (New York Times bestseller based on this training course), and Crucial Conversations Audio CD Companion (6-CD audio workout for strengthening Crucial Conversations Skills).

Participants will learn to:

- Share facts, ideas, feelings, and opinions candidly and honestly, no matter how delicate the topic.
- Stay focused on what you really want to achieve and maintain dialogue.
- Understand how motives change when conversations turn crucial.
- Spot the warning signs that indicate safety is at risk; take steps to rebuild safety and return to dialogue.
- Identify your own Style Under Stress™ and manage it.
- Use specific skills to keep everyone sharing information; recognize when you’re at cross-purposes.
- Stay in dialogue when you’re angry, frustrated or hurt—“think” your way to the root cause of negative emotions.
- Speak persuasively, not abrasively.
- Share strong opinions without shutting down contrary views; speak your mind while making it safe for others to do the same.
- Encourage others to share issues they fear bringing up.
- Move from healthy dialogue to taking action and achieving results.
MASTER TRAINER

Emily Hoffman, MD, will present the Crucial Conversations program. Dr. Hoffman received a medical degree from the University of Utah, and a Master of Business Administration from the Marriott School of Management at Brigham Young University. Dr. Hoffman is currently the Director of Training for VitalSmarts, an innovative training organization, which developed the Crucial Conversations curriculum—presenting this program to more than 500,000 people worldwide.

Dr. Hoffman is a master trainer for the Crucial Conversations program, training and certifying participants from Fortune 500 companies across the nation. She has presented this program at leading healthcare institutions including UMass Memorial Healthcare, Endo Pharmaceuticals, The National Library of Medicine, and the American Association of Critical Care Nurses (AACN). She has also consulted with and trained staff at Eli Lilly and the Chicago Board of Trade.

Continuing Education Credit

Connecticut Hospital Association is an Approved Provider of Continuing Nursing Education by the Connecticut Nurses’ Association, an Accredited Approver by the American Nurses Credentialing Center’s Commission on Accreditation (15 contact hours).

As an independent chartered Chapter of the American College of Healthcare Executives, the Connecticut Association of Healthcare Executives is authorized to award 15 hours of Category II continuing education credit toward advancement or recertification in the American College of Healthcare Executives (ACHE).

Participants in this program who wish to have it considered for Category II (non-ACHE) credit should list their attendance when they apply to the American College of Healthcare Executives for advancement or recertification.

This activity was approved by the National Association of Healthcare Quality for 15 CPHQ CE credits.

This activity has been submitted for review to the HR Certification Institute for continuing education credits.

This Activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of The John D. Thompson Hospice Institute for Education, Training and Research, Inc. and The Connecticut Hospital Association. The John D. Thompson Hospice Institute for Education, Training and Research, Inc. is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians. The John D. Thompson Hospice Institute for Education, Training and Research, Inc. designates this educational activity for a maximum of 15.0 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

DISCLOSURE: The members of the Planning Committee do not have any commercial or financial interest which would bias the presentation. Emily Hoffman, MD, is an employee of VitalSmarts and has a financial interest.

What Have Participants Been Saying About Crucial Conversations Training?

“AACN has embraced Crucial Conversations as the foundation for the skilled communication that is necessary to ensure patient safety and quality care.”

—Debbie Brinker, President, American Association of Critical Care Nurses

“We feel passionately about building a better hospital. The skills taught in Crucial Conversations have helped us be thoughtful about ideas and resources so we can get every issue on the table.”

—Russell Tolman, Chairman and CEO, Cook Children’s Hospital

“I have never attended a development course that has completely changed my life and produced immediate results as much as Crucial Conversations has.”

—Richard D. Jarvis, President, Extraordinary Development, Inc.
Registration Form: Crucial Conversations Training
Tuesday, September 14, 2010 and Wednesday, September 15, 2010

Organization: ___________________________________________________________________

Registrant #1:
Name: ___________________________________________ Phone: ____________________________
Title: ___________________________________________ E-Mail: _____________________________

Registrant #2:
Name: ___________________________________________ Phone: ____________________________
Title: ___________________________________________ E-Mail: _____________________________

Registrant #3:
Name: ___________________________________________ Phone: ____________________________
Title: ___________________________________________ E-Mail: _____________________________

Registration Fees:

Space is limited to 50 participants—we encourage early registration.
(Note: Registrations received after the course is full will be added to a waiting list to determine if future training should be offered.)

$600 per person for CHA Acute Care Hospital Members. $700 per person for CHA Other Members.
(This price reflects a 40% discount off the public price for CHA members!)

Payment:

☐ Please bill my institution (CHA Members Only). ☐ Check enclosed: $___________________
P.O.# (if required by institution): ____________________________

☐ American Express ☐ Visa ☐ MasterCard

Account Number: ____________________________ Expiration Date: _________________

Signature: __________________________________________________________________________

Mail or Fax Registration Form and Payment to:

Education Services, CHA, 110 Barnes Road, Wallingford, CT 06492-0090 or Fax to (203) 284-9318.

Cancellations received 10 business days prior to the program date will receive a full refund minus a $25 per person administrative fee. After that time you may send a substitute but there is no refund. CHA members may only substitute with another CHA member to qualify for the member rate. In the event of inclement weather, call (203) 265-7611 after 6:30 a.m. and select option #4 for a cancellation update.

Accessibility Note: If you require auxiliary aids or services to attend this program, please contact us in advance at prestiano@chime.org or (203) 294-7257.

For additional information, please contact Christine Prestiano, Coordinator, Education and Sponsorship Services, at (203) 294-7257 or prestiano@chime.org.